

SUBJECT INDEX

Subject	Abstract No
AAPOR	5164
Account planning	5269
ACE	5192
Ad	
awareness	5285
expenditure	5268
exposure	5225
recall	5277
revenues	5300
Adding model of impression formation	5206
Adstock	5185
Adtel	5283
Advance telephone call	5159
Advertisements, blacks in	5304
Advertising	
affect	5317
and evidence	5273
and the professions	5272
anti-drinking and driving	5285
attitude measures	5201
budgets	5313
by the professions	5268
comparative	5274
consumer appreciation of	5271
creativity	5280
culture	5234
development	5229
effects	5185, 5270, 5273, 5283, 5294, 5313, 5316
elasticity	5184
expenditure	5307
for Liebig	5171
globalisation of	5267
humour in	5279
image of	5266
influence of	5273
models	5269
performance	5293
pre-testing	5283
research	5269, 5282
Research Foundation's Copy Research Validity Project	5295
research studies	5200
response	5315
spokesperson effects	5284
standardisation	5267
test	5170
testing	5273
the negative in	5319
threshold effect	5184
to children	5286
TV	5296

Subject	Abstract No
typology	5271
weight	5288, 5314
Advertising/sales relationship	5318
Affect	5214
AGB	
consumer panel data	5244
Index Media Selectivity Survey	5309
Agency-client relationship	5280
Aggressiveness	5298
Agriculture study	5335
Agrochemicals industry	5335
Ahold image research	5210
Aircraft industry	5338
Airline industry data	5316
Ambassadeur study	5233
American Marketing Association	5346
Analysis of variance	5180
ANCOVA	5178
Andrex	5313
Answer	
bias	5177
check	5157
Antecedent strategy	5331
Anti drinking and driving	5285
ARIMA	5197
ASSESSOR	5193, 5194
Association models	5188
Assortment decisions	5237
Attitude	
accessibility	5211
behaviour consistency	5211, 5212
behaviour research	5283
data	5255
measures	5201
scale questions	5202
structure	5214
Attitude/behaviour models	5213
Attitudes	5276
Attribute	
data	5205
importances	5237
weights	5179
Attributes	5333
Attribution weights	5182
Audience measurement	5288
Australia, arts study	5239
Australian farms	5154
Automobile brands	5209
Autoregressive current effects model	5192
Availability	
Availability valence hypothesis	5278
Averaging model of impression formation	5206
BARB	5289
Bargaining behaviours	5218
Base-rate fallacy	5207

Subject	Abstract No
BASES	5193, 5194
Bayesian	
analysis	5328
study	5207
Beach's adaptation of subjective expected utility theory	5213
Behaviour	5214, 5354
Behaviour/intention model	5241
Behaviourscan	5288, 5294
Belief analysis	5283
Beliefs	5176, 5209
Best seller	5262
Beta	
binomial distribution	5299
distribution	5175
Bias	5199
data	5235
to confirm	5273
Blacks, portrayal of in ads	5304
Blocking	5217
Box-Jenkins ARIMA method	5197
Brain lateralisation	5265
Brainstorming	5264
Brand	
advertising	5230
behaviour	5216
choice	5228, 5235, 5244
congruence	5228
differentiating message	5293
hierarchy of advertising	5294
image	5231, 5233, 5267
interdependence	5195
loyalty	5244, 5335
personality	5229, 5234
planning	5345, 5353
positioning	5234
preferences	5223
purchase patterns	5235
sensitivity	5215
similarity	5274
stability	5232
strategy	5269
switching	5232
Breakfast TV	5283
British Aerospace	5357
Budget priorities	5196
Business Media Research Committee	5301
Business unit performance	5343
Businessmen's readership	5301
Buying intention	5283
Cable-on-air exposure method	5296
Cake mix	5222
Calculators	5182

Subject	Abstract No
Campaign evaluation research	5269
Campbell Soup Company	5294
Canada	
seat belt study in	5337
solar energy in	5333
Candidate preference	5326
Canonical correlation analysis	5252, 5286
Car	
driving	5160
market	5166
pooling	5331
study	5167, 5172, 5204, 5273
Cardinal utility functions	5179
CASRO	5156
Causal modelling	5191
Central Office of Information	5285
Channel 4	5291, 5292, 5321
Child rearing attitudes	5286
Children's food advertising	5286
Children, researching	5158
Choice	
heuristics	5225
models	5195
task	5227
Cigarettes	5274
Class	
imagery	5249
neutral schedules	5312
Classical conditioning	5217
Classification	5247
Client-agency relationship	5280
Clustering techniques	5238
Cognition	5214
Cognitive	
dissonance	5332
mapping	5204
script theory	5340
Communication audit	5234
COMP	5193, 5194
Comparative advertising	5274
Comparing noncomparable alternatives	5227
Competition	5316
Composite forecasting models	5197
Computer	
assisted decision making	5167
assisted interviewing	5167
controlled magnitude scaling	5201
questionnaire	5168
technology	5166
terminal study	5340
Computerised lexicometry	5170
Computers	5287
Concept testing	5205
Conditioning	5285
Configuration frequency analysis	5216
Conflict arousal scale	5224

Subject	Abstract No
Conjoint	
analysis	5182, 5237
utility function	5181
Consequence strategies	5331
Conspicuous	
consumption	5220
products	5228
Constant sum	5294
Consumer	
behaviour	5216, 5222
choice	5227, 5333, 5354
decision making	5225
durables	5196
expenditure survey	5258
exploratory behaviour	5226
information centre	5329
knowledge	5333
preferences	5223
price index	5153
purchase diary	5235
spatial behaviour	5245
Consumerism	5221
Consumption patterns	5223
Content	5276
Context effects	5207
Contraceptive behaviour	5213
Convenience food	5356
Copy	
factors	5297
research	5295, 5297
testing methods	5283
Corporate	
brands	5230
image	5190
Council of American Survey Organisations	5156
Country	
image studies	5208
of-origin effects	5209
Coupon usage	5241
Creative development	5269
Creativity	5280
Credibility	5297
Crime, fear of	5305
Criteria rating	5358
Crop chemicals	5335
Cross-elasticities	5183
Cruise missiles	5351
Cue utilisation	5207
Curvilinear trend extrapolation	5198
Customer	
active-paradigm	5357
initiated innovation	5357
role play	5358

Subject	Abstract No
Dairy products	5334
Data	
collection	5166, 5349
processing	5349
Decision making processes	5225, 5227
Decompositional multidimensional scaling	5189
Delphi study	5330, 5350
Demographics, harmonisation of	5247
Denmark	5266
Department stores	5172, 5318
Design effect	5205
Detergent	5244
Detroit surveys	5259
Dewey decimal classification	5262
Diaries	5235
Diary panels	5290, 5295
Discriminant analysis	5189
Dissatisfaction	5223
Dissociative cue hypothesis	5278
Distortion	5199
Doctors' attitudes to advertising	5272
Domestic	
appliances	5227
tasks	5256
work	5257
Don't know responses	5188
Door-in-the-face procedure	5165
Double exponential smoothing	5198
Dr Pepper soft drink	5229
Econometric models	5184, 5186
Egg sales	5183
Ego development responses	5163
Elasticities	5183
Elderly, study of health care	5159
Election	
polling	5324, 5325, 5327
study	5328
Electricity Use	5332, 5333
Electronic	
components	5359
data capture	5169
media research	5288
Emotion corollary	5203
Emotions	5203
roles of	5260
Employment status	5254
Endorser type	5284
Energy	
conservation	5331-5332
supply	5330
use	5331
Erotic pictures	5201

Subject	Abstract No
ESP	5194
Ethical problems	5346
European Parliament	5352
Evaluations	5176
Expectancy-value attitude models	5176
Expectancy effects	5331
Expert judgement	5294
Exponential trend extrapolation	5198
Extended media list	5300
Eye tracking research	5306
Facial expressions	5296
Factor analysis	5189
Family	
decision making	5224
life cycle	5258
Farm study	5335
Farmers' attitudes	5336
Farms, in Australia	5154
Farmstat	5335
Fear of crime	5305
Federal Research Centre for Nutrition	5329
Film study	5242, 5355
Finland	5266
Fishbein	
model	5176, 5213, 5354
questionnaire	5283
Fishbein/Ajzen model	5241
Flour	5243
Food	
advertising	5286
choice data	5188
market	5334
purchase interaction	5286
Ford advertising	5273
Forecast accuracy	5198
Forgetting	5199
France	5266
survey in	5356
TV audience measurement in	5289
Frequency research	5290
Frozen food	5334
Game analysis	5173
Games	5173, 5260
Garcia effect	5217
Gas	5333
General lagging models	5185
Generalised least squares	5255
Germany	5266
toothpaste study in	5314
Ghandi study	5355
Globalisation of advertising	5267
Golf balls	5274
Graph theoretic social network techniques	5228

Subject	Abstract No
Grocery	
outlet choice	5246
shopping characteristics	5246
store study	5225
Group	
discussion	5173, 5269
interaction	5264
polarisation hypothesis	5218
size	5218
Grubb-Grathwohl model	5220
Health	
care	5159
market	5309
Heating modes	5333
Hierarchical regression analysis	5174
Hierarchy	
models of advertising effects	5273
of effect models	5283
Holiday destination study	5167
Home	
entertainment devices	5227
finance	5309
Hops Marketing Board	5336
Household cleaners	5314
Housework	5257
Humour in advertising	5279
Husband/wife decision making	5224
Hypermarket study	5245
Hypnosis	5171
Image	
research	5210
studies	5208
variables	5209
Imagery effects	5277
Impersonal impact hypothesis	5261
Impression formation	5206
Incentives	5157
Incomplete data	5235
Index of temporal variety	5222
Industrial	
buying	5359
product	5360
purchasing behaviour	5340
research	5339
Information	
Centre for Food, Agriculture & Forestry	5329
flow	5331
load	5293
presentation format	5331
search	5225, 5226
society	5287
sources	5242
suppliers study	5167
theory	5316
Informed consent	5164
Innovation	5353, 5356, 5357

Subject	Abstract No
Innovativeness	5226
Instant coffee	5243, 5244
Intentions	5354
International	
marketing	5350
opinion research	5351
qualitative research	5352
research	5247, 5339
Interpersonal relationships	5228
Interviewing	
by computer	5166, 5167
Introductions	5164
Involvement	5215
Irish provincial newspapers	5320
Israel image study	5208
Italy	5266, 5348
Japanese image study	5208
Jewel in the Crown	5299
Job attitudes	5346
Judgement forecasts	5197
Judgements under uncertainty	5207
Kellog	5313
Kelly's	
repertory grids	5204
theory of personal constructs	5203
Kendall's rank order correlation coefficient	5181
Key belief analysis	5283
Knowledge workers	5250
KS techniques	5210
Labour, sexual division of	5256
Lager	5243
Lancaster characteristics model	5189
Latent	
inhibition	5217
variables analysis	5191
Laundry detergent study	5225
Lead letter	5159
Leisure	5334
Lexicometrical analysis	5170
Liebig bouillon cubes	5171
Life	
quality	5255
status changes	5223
style	5223, 5243
Light viewers	5291
Likert scaling	5200
Linear programming estimators	5179
LINMAP	5179
LINPAC	5179
Liquid household cleaner	5222
Local advertising	5320
Logstock model	5185
LTM	5193, 5194
Lux study	5205

Subject	Abstract No
Machiavellianism	5263, 5346
Magazine	
advertising	5300, 5304, 5312, 5314
study	5172
Magnitude scaling	5201
Mail surveys	5155, 5161, 5162
MANOVA	5284
Market	
and opinion research code	5346
mechanics model	5314
power theory	5316
research data, analysing	5188
research in the UK	5347
Research Society, The	5347
research, commissioning of	5344
research, ethical problems in	5346
research, opportunities in	5348
research, role of	5345, 5353
research, timing of	5360
segmentation	5238, 5359
share	5333
Marketing	
and Machiavellianism	5263
channel	5219
decision aids	5186
research, usage of	5341
science	5342
Mass media	5261
MDPREF	5189
Measure	
characteristics	5174
development processes	5174
Measurement theory	5174
Meat	5243, 5334
Media	
behaviour	5286
choice	5310
environment	5275
exposure	5243
frequency	5290
information sources	5242
planning	5308, 5311
research	5288
Medical Research Council National Survey of Health and Development	5249
Memory	5171, 5276, 5277, 5293
Message	
processing	5278
persuasive	5276
Meta-analysis	5174
Meter collected data	5290
Micro computers	5166, 5186
Millward Brown Model	5185
Misreporting	5323
Mixed goods	5239

Subject	Abstract No
Monetary incentives	5157
Multinational research	5339
Multiple regression analysis	5258
Multiplicative models	5176
Multipurpose estimation	5154
Music	5296
Negatives in advertising	5319
Netherlands, The	5221
Network TV	5321
New	
brands	5354
class	5250
product developement	5194, 5230, 5333, 5354, 5355,
product hierarchy of demand	5294
News	
events	5325
sources	5303
Newspaper crime reports	5305
Newspapers	5303
NONCON	5181
Nonverbal communications	5296
Norway	5266
NRS	5300
Nutrition	
attitudes	5286
study	5188
Occupational scales	5253
Occupations, social classification of	5248
Oil	5333
retailers	5219
On-air exposure	5295
Open-ended questions	5166
Opinion	
leadership	5242
polls	5351
research	5351
Opportunistic behaviour	5219
Oppositional intelligentsia	5250
Optimal	
product line pricing	5183
stimulation level	5226
Order effect	5326
Ordinal preference data	5179
Ordinary least squares	5187
Origin postulate	5203
OSL models	5226
Outdoor advertising	5306
Overshadowing	5217
Own label	5243, 5244

Subject	Abstract No
Paired	
comparison product test	5205
preference comparisons	5179
Panel data	5235
Paralanguage	5296
Parental	
'consent	5158
socialisation values	5259
Participant modelling	5331
Passive learning	5275
Peak-time	5292
People meter	5290
Perceived risk	5246
Personal	
construct theory	5203, 5204
judgements	5261
savings	5309
Personalisation	5161
Personality research	5229
Persuasion scores	5297
Persuasive messages	5276
Philips study	5237
Picture-superiority effect	5277
Pizza study	5228
Play	5260
oneiric tests	5172
Playful consumption	5260
PMNP (proposed multinomial probit model)	5195
Point of sale information	5169
Political	
attitudes	5326
parties study	5167
Posters	5306
Poverty	5251
Power relationship	5218
Pre-	
election polling	5327
post purchase intent	5294
testing advertising	5283
testing research	5269
PRE-ASSESSOR	5193
Prediction theory	5154
PREDICTOR	5193
Preference comparisons	5179
Preferences	5180, 5333
PREFMAP-2	5180
Premiums	5160
Prenotification of respondents	5160
Price	5236, 5239, 5320
advertising interaction	5184
elasticity	5184
sensitivity	5316
Price/quality relationship	5240
Pricing study	5183, 5238
Probit model	5195
Producer Price Index	5153

Subject	Abstract No
Product	
assortment decisions	5237
bar codes	5290
comparisons	5227
evaluation	5209
image	5208
impressions	5206
innovation strategies	5359
symbolism	5220
usage	5225
Professionalism in market research	5347
Professionals' attitudes towards advertising	5272
Protocol analysis	5237
Provincial newspapers	5320
Psycho-analytic theory of language	5172
Psycho-physics	5201
Public	
opinion	5322
opinion polls	5325
Purchase	
patterns	5235
process	5224
Purchasing Management Association	5340
Qualitative research	5271, 5349, 5352
Quality/price relationship	5240
Quality/service model	5190
Question	
forms	5202
order effect	5326
Questionnaire	
biases	5205
formats	5208
Questionnaires, telephone vs written	5163
Random	
digit dialling	5223
walk model	5198
Randomised	
response designs	5177
response model	5162
Rating scales	5174, 5175, 5201, 5202, 5297
Reach/frequency model validation	5311
Readership research	5302
Reading preferences	5262
Reasoned action	5241
Reasons analysis	5212
Recall	5171, 5199, 5270, 5279, 5293, 5294, 5295, 5296
protocols	5276
scores	5306
tasks	5277
Recession	5348
Record retail outlets	5169
Recycling	5331
Registrar-General's Social Classification of Occupations	5248
Relaxation technique	5171
Religious behaviour	5211

Subject	Abstract No
Repeat	
buying loyalty	5244
interviewing	5285
purchase behaviour	5215, 5225
viewing	5299
Repertory grids	5204
Repetition	5293
Resource conservation	5331
Response	
alternatives	5200
bias	5157
data	5187
function	5315
latencies	5161
rates	5161, 5156, 5157
shift bias	5178
Restaurant study	5228
Retail	
advertising expenditures	5318
performance	5187
Retrospective	
pre-post design	5178
surveys	5199
Richardson-Haley copy-testing system	5296
Risk	5215, 5246, 5356
judgement of	5261
Road safety	5160
Robinson's theory of price discrimination	5238
Robust regression analysis	5187
Role playing	5358
Rosenberg's instrumentality value model	5213
Rotated question order	5326
Rural households	5155
Sales	
force compensation schemes	5181
forecasting	5197, 5198
response functions	5183, 5316
response model	5192
Sales/advertising relationship	5318
Salesperson performance	5187
Sample	
bias	5160
design	5153
Sampling	
characteristics	5174
error	5175
Satisfaction	5223
Saudi Arabia, study in	5246
Scale items	5208
Scaling	5175, 5200, 5201, 5209
beliefs	5176
Schema-copy-plus-tag model	5276
Script-theoretic analysis	5340
Seat belt use	5337
Self	
explicated weights	5182
perception process	5211

Subject	Abstract No
Semantic	
differential	5203, 5208, 5209
processing	5277
Semiological analysis	5224
Sensitive questions	5162, 5177
Sensitivity analysis	5186
Sensory processing	5277
Service quality model	5190
Services, expenditure on	5258
Sexual division of labour	5256
Shampoo study	5228
Shell research	5358
Shop image study	5172
Shopping	
basket	5294
behaviour	5243
Similarity data	5189
Simulated	
shopping approach	5236
test market models	5193, 5194
Simulation	
models	5186
procedure	5189
study	5179
Simultaneous equation regression	5209
Single	
source consumer panel records	5290
source data	5288
source media selectivity data	5309
Sleeper effect	5278
Small samples	5331
Social	
change	5356
classification	5247, 5248
contract	5219
grouping of occupations	5253
network analysis	5228
Socialisation values	5259
Societal	
change	5255
level judgements	5261
narcissism	5262
Solar energy	5333
Spain	5266
Spanish general elections	5328
Spiral of silence	5322
Split	
ballot tests	5351
sample design	5326
TV cable facilities	5295
Spousal conflict arousal	5224
Standardisations	5156
Standards of living	5251
Status	
attainment models	5254
goods	5220
Stochastic model of response	5175

Subject	Abstract No
Stock cubes	5243
Store	
choice	5244
promotion data	5290
Strategic choice	5343
Stress effects	5223
Structural models	5191
Sunday newspapers	5309
Supermarket patronage	5246
Supermarkets	5318
Survey introductions	5164
Symbolic modelling	5331
Symbolisation	5172
Symbolism, product	5220
Symbols	5234
Symmetric response	5177
Tachistoscope	5172
Tax costs	5239
Taxation	5252
Telematic	
interviewing	5168
panel test	5168
Telephone	
call, advance	5159
directories	5155
interviews	5202
research	5210
responses	5163
surveys	5162
Teletext	5287
Temporal variety	5222
Test	
market models	5193, 5194
retest reliability	5182
TGI	5310
The Netherlands	5189, 5255, 5266
image study in	5210
Threshold effect	5184
Time	
allocation of	5258
displacement	5199
saving services	5258
Times Portfolio	5302
Toilet soap	5243
Toothpaste	5222, 5235, 5274, 5314
Top of the Pops records charts	5169
Tracking study data	5185
Trade Union membership	5324
Transactional analysis	5173

Subject	Abstract No
Transportation modes	5227
Triangular interview	5170
Triple exponential smoothing	5198
TV	
advertising	5296, 5314
audience	5289, 5312
commercial testing	5290, 5297
commercials, effectiveness of	5293
copy testing	5294
effect of	5323
food advertising	5286
programming	5292, 5321
show study	5228
use of	5303
viewing data	5290, 5291, 5298, 5299
violence	5298
UK food market	5334
Unbalanced samples	5154
Uncertainty	5207
Unconditioned response	5217
Unemployment	5254, 5256
UPC	
panel data	5235
scanners	5183, 5295
US	
Bureau of Labor Statistics	5153
image study	5208
research in	5349
Value priority model	5196
Variety	
prone	5222
seeking	5189
VCR	
homes	5299
penetration	5291
Vegetables	5189
Verbal	
measures	5214
only material	5277
protocols	5227
Video	
cassettes	5289
game	5260
questionnaire	5168
Videotex	5168, 5287
Videotext	5287
Viewdata	5287
Viewing	
behaviour	5292
loyalties	5299
Visicalc	5186
Visual aids	5202
Vocal behaviour	5264
Volunteer status of subjects	5331

Subject	Abstract No
Voting	
behaviour	5323, 5324, 5328
preferences	5322
study	5326, 5327, 5352
West Germany	
image study	5208
information services in	5329
Warner's linear model	5162
Willingness-to-pay	5239
Wives, working	5258
Women	5334
role of	5255, 5256, 5257
Women's	
occupations	5253
social groups	5253
Word of mouth communication	5242, 5355
Working wives	5258, 5334
Worthy-person theory	5165
Youth unemployment	5254

AUTHOR INDEX

Name	Abstract No	Name	Abstract No
Adams, Arthur J	5197	Chebat, Jean-Charles	5160
Adler, Darryll	5291	Chestnut, Robert W	5260
Albers, Sonke	5181	Childers, Terry L	5277
Alwin, Duane F	5259	Chonko, Lawrence B	5263, 5346
Andreason, Alan R	5223	Churchill, Gilbert A Jr	5174
Axelrod, Joel N	5236	Cook, Fay Lomax	5261
		Cowan, David	5282, 5345
		Crespi, Irving	5326
Bagozzi, Richard P	5176	Crosby, Lawrence A	5286
Bailey, Lawrence F	5344	Cullen, Terry	5310
Baldwin, Beth M	5296		
Barbero, Franco	5171	Dabbs, James M Jr	5264
Bardsley, P	5154	Davidson, Andrew R	5213
Barnard, Philip	5349	Davis, John	5334
Barnes, James H Jr	5242	Dawson, Charles C	5289
Batz, Gerhard	5216	Day, Richard	5327
Beatson, Ronald	5266	De Hoog, Robert	5167
Bechtel, Gordon G	5255	De Vulpian, Alain	5356
Beck, Jenny	5302	Deighton, John	5273
Becker, Kurt M	5327	Dixon, Paul M	5200
Bellante, Don	5258	Dunn, Dana S	5212
Bemmoor, Albert C	5184	Dunn, Theodore F	5295
Bergsten, Jane Williams	5159	Dwyer, F Robert	5218
Berkowitz, Michael K	5333		
Bernado, Jose M	5328	Early, John F	5153
Bierley, Calvin	5217	East, Robert	5283
Biggs, H W	5335	Eastlack, Joseph O Jr	5294
Billington, Maryann	5156	Eden, Colin	5204
Bird, Michael	5300	Ehrenberg, A S C	5244, 5299
Blozan, William	5238	Erickson, Gary M	5209
Bogart, Leo	5303	ESOMAR working group report	5247
Bol, Jan Willem	5290	Evrard, Yves	5191
Bourke, Patrick D	5177	Farquharson, Ian Donald	5358
Box, Jo M F	5221	Fazio, Russell H	5211
Boyd, Marsha M	5311	Feick, Lawrence F	5188
Bray, James H	5178	Feringa, Wytze J	5237
Breckler, Steven J	5214	Flecce, E Louis	5157
Breen, Richard	5254	Fleury, Pascal	5170
Brint, Steven	5250	Folkers, Dorte	5329
Britten, Nicky	5249	Foster, Ann C	5258
Broadbent, Simon	5185	Foster, Brian L	5228
Brockhoff, Klaus	5180	Foxall, Gordon	5357
Bronner, Alfrd E	5167	Foxall, Gordon R	5354
Bryan, Freda	5159	Franzkowials, Michel	5168
Bullmore, Jeremy	5231	Freedman, Jonathan L	5298
Burke, Marian C	5343	Freiden, Jon B	5284
Bybee, Jane A	5212	Frontori, Laura	5172
		Furnham, Adrian	5252
Campbell, N A	5332	Furse, David H	5293
Chambers R L	5154		
Chao, Paul	5209	Gatignon, Hubert	5183, 5316

Name	Abstract No	Name	Abstract No
Glynn, Carroll J	5322	Johnson-Brown, Jacqueline	5228
Gobbi, Cecilia	5348	Jonah, Brian A	5337
Godfrey, Simon	5285	Jones, Robin	5285
Goldman, Morton	5165	Jones, Sue	5204
Goodhardt, G J	5299		
Gordon, Wendy	5271	Kagel, John H	5331
Gorn, Gerald J	5274	Kamakura, Wagner A	5195
Gosschalk, Brian	5251	Kantola, S J	5332
Govon, Moshe M	5175	Kapferer, Jean-Noel	5215
Greenleaf, Eric A	5260	Katz, Jeffrey Owen	5203
Gronroos, Christian	5190	Kavas, Alican	5241
Grossbart, Sanford L	5286	Keng, Kau Ah	5244
		Kennedy, Sherril H	5243
Haines, George H Jr	5333	Kerin, Roger A	5355
Hailey, Russell I	5296	King, Stephen	5313
Hampton, Gerald M	5350	Kooyman, Mark E	5242
Handelsman, Moshe	5222	Kopelman, Richard E	5262
Hannah, Darlene B	5278	Korber, Pierre	5168
Hansell, Stephen	5163	Krief, Yves	5234
Hansen, Flemming	5265	Kviz, Frederick J	5155
Harris, Greg	5267		
Harrison, A	5161	Lancestre, Richard	5233
Haupt, Klaus	5216	Langmaid, Roy	5173
Hauser, John R	5196	Lansley, Stewart	5251
Heath, Linda	5305	Lastovicka, John L	5226
Herr, Paul M	5211	Laurent, Gilles	5215
Hickey, Leo	5319	Leckenby, John D	5311
Higgins, J C	5186	Ledingham, John A	5287
Hjorth-Andersen, Chr	5240	Leigh, Thomas W	5182, 5340
Hoefnagels, Cosmas	5338	Lessne, Greg	5224
Holbrook, Morris B	5260	Lin, Lynn Y S	5290
Holder, Matthew	5166	Lundsgaard, Niels Erik	5265
Hollingsworth, Kirk	5205	Lynch, John G Jr	5207
Hooley, Graham J	5341		
Hopper, Charles H	5264	Mackay, David B	5182
Horsky, Dan	5179	Madden, Thomas J	5279
Horsley, Chris	5308	Mahajan, Vijay	5187, 5355
Houston, Michael J	5277	Marquardt, Raymond A	5318
Howard, George S	5178	Martyn, John D F	5330
Hoyer, Wayne D	5225	Mason, Roger	5220
Hughes, R	5161	Mather, Malcolm R	5169
Humphrey, Ronald	5304	Maxwell, Scott E	5178
Hunt, Shelby D	5263, 5346	Mcdonald, Colin	5232, 5315
Hyman, Diane B	5212	McLeod, Jack M	5322
		McSweeney, Frances K	5217
Ilbery, Brian	5336	Mcveigh, James F	5165
		Messina, Graziella	5171
Jaffe, Eugene D	5208	Michell, Paul C	5280
Joachimstaller, Erich A	5226	Miller Karen A	5257
Johansson, Johnny K	5209	Miller, Joanne	5257
John, George	5219	Miller, Peter V	5202
Johne, F A	5359	Mizes, J Scott	5157
Johnson, Douglas	5166	Moldovan, Stanley E	5297
Johnson, Michael D	5227	More, A Roger	5360
Johnson, William L	5200	Moriarty, Mark	5197

Name	Abstract No	Name	Abstract No
Morris, Dwight	5326	Schwarz, John E	5323
Morris, Lynda	5256	Schwoerer, Juergen	5193
Mullen, Brian	5206	Scott-Jones, Gill	5344
Muller, Eitan	5355	Seidman, Stephen B	5228
Mullins, Lynn S	5262	Setchfield, Catherine M	5243
Murdock, Gene W	5318	Seymour, Daniel	5224
Murgatroyd, Linda	5253	Shapira, Zur	5175
		Sharma, Subhash	5187
Naples, Michael J	5288	Sherman, Richard C	5276
Naud, Anne Marie	5233	Shields, David	5312
Nebenzahl, Israel D	5208	Shimp, Terence A	5241
Neibecker, Bruno	5201	Simon, Hermann	5342
Noelle-Neumann, Elisabeth	5351	Smith, Tom W	5199
Norwood, Janet L	5153	Sobal, Jeffery	5164
		Solomon, Jacqueline H	5325
Ofir, Chezy	5207	Sparacino, Jack	5163
Oliva, Terence A	5260	Spataro, Bruna	5172
Olney, Timothy J	5211	Speetzen, Rolf	5314
Olsen, Jerry C	5265	Srivastava, Rajendra K	5195
Opdebeeck, E J	5186	Staveley, Nicholas	5270
		Stead, Tony	5230
Pagel, Mark D	5213	Steinhorst, R Kirk	5162
Pessemier, Edgar	5222	Stem, Donald E Jr	5162
Peter, J Paul	5174	Sternthal, Brian	5278
Phillips, William	5292, 5321	Stewart, David W	5293
Picard, Jacques	5160	Still, Richard R	5242
Plasschaert, Jetty	5352	Stovall, James Glen	5325
Plummer, Joseph T	5229	Strickwold, Rene	5237
Pogliana, Antonella	5172	Strodtbeck, Fred L	5163
Prabhaker, Paul	5238	Summers, John O	5182
		Syme, G J	5332
Rajer, Patrick	5245	Synder, Robin	5275
Rao, M R	5179	Szreter, Simon R S	5248
Ray, William J	5265		
Reibstein, David J	5183	Thompson, R	5161
Reingen, Peter H	5228	Thompson, R S	5320
Rethans, Arno L	5340	Thompson, Teresa L	5158
Richardson, Jack	5296	Throsby, C D	5239
Richtand, Carol N	5257	Tierney, Jane	5357
Richter-kessing, Joy L	5165	Tuncalp, Secil	5246
Riecken, Glen	5272	Twyman, Tony	5285
Roberts, Andrew	5317	Tyler, Tom R	5261
Ronchi, Don	5163		
Roos, Cindy	5157	Urban, Glen L	5196
Ross, Barry	5173		
Rotondo, John A	5212	Van Den Heuvel, Rob R	5237
Ruback, R Barry	5264	Van Der Herberg, L J	5210
Rucker, M	5161	Van Der Most, Ger	5339
Ryan, Michael	5301	Van Gent, Aart P	5350
		Van Westendorp, Peter	5210
Samuels, John	5347	Vanderlip, N	5161
Schmidt, Daniel F	5276	Vanhonacker, Wilfried R	5192
Schnaars, Steven P	5198	Volgy, Thomas J	5323
Schooler, Carmi	5257		
Schuman, Howard	5304		

Name	Abstract No	Name	Abstract No
Waldeck, Bernd	5180		
Waterson, M J	5268, 5307		
Watkins, Trevor	5194		
Weeks, Michael F	5159		
Weinberg, Charles B	5274		
Weinberger, Marc G	5279		
West, Christopher J	5341		
Wicks, Anne	5269		
Wierenga, Berend	5189		
Wilcox, James B	5346		
Wiley, James B	5255		
Wilson, Timothy D	5212		
Wind, Yoram	5187		
Winett, Richard A	5331		
Wiseman, Frederick	5156		
Wisson, Philip	5309		
Worcester, Bob	5351		
Worcester, Robert M	5324		
Wright, David	5353		
Wybenga, Hans	5236		
Wyckham, Robert G	5281		
Yavas, Ugur	5246, 5272		
Young, Elliot	5306		
Zufryden, Fred S	5235		
Zukin, Cliff	5275		

